

## CLAIMS

What is claimed is:

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1           1.     A computer-readable medium containing instructions for  
2     controlling a computer system to execute data transmission, comprising the acts  
3     of;

4                 detecting a personal logo superimposed on a drop target on a web  
5     page displayed on a first computer and

6                 transmitting a data conveyance object corresponding to a  
7     transformation of said personal logo from said first computer to a second  
8     computer.

1           2.     The computer-readable medium containing instructions for  
2     controlling a computer system to execute data transmission of claim 1 wherein  
3     said data conveyance object contains personal data.

1           3.     The computer-readable medium containing instructions for  
2     controlling a computer system to execute data transmission of claim 2 further  
3     comprising instructions for the acts of;

4                 automatically detecting a requested first set of data for transmission,  
5                 selecting said requested first set of data for transmission from a  
6     second set of data stored on said first computer, and

7                 combining said first set of data for transmission with data from a  
8     transformation of said personal logo to form said data conveyance object.

1           4.     The computer-readable medium containing instructions for  
2 controlling a computer system to execute data transmission of claim 3 wherein  
3 said first set of data for transmission includes name and email address.

1           5.     The computer-readable medium containing instructions for  
2 controlling a computer system to execute data transmission of claim 3 wherein;  
3               said first set of data for transmission includes name, email address,  
4 and physical address.

1           6.     The computer-readable medium containing instructions for  
2 controlling a computer system to execute data transmission of claim 3 wherein;  
3               said first set of data for transmission includes name, email address,  
4 physical address, and telephone number.

1           7.     The computer-readable medium containing instructions for  
2 controlling a computer system to execute data transmission of claim 3 wherein;  
3               said first set of data for transmission includes name, email address,  
4 physical address, telephone number, and credit card number.

1           8.     The computer-readable medium containing instructions for  
2 controlling a computer system to execute data transmission of claim 1, further  
3 comprising instructions for the acts of;  
4               automatically initiating communication from said first computer  
5 with said second computer,  
6               requesting verification from a user that it is acceptable to transmit  
7 said data conveyance object from said first computer to said second computer, and  
8               receiving verification that it is acceptable to transmit data  
9 conveyance object from said first computer to said second computer.

1           9.     The computer-readable medium containing instructions for  
2 controlling a computer system to execute data transmission of claim 1, further  
3 comprising instructions for the acts of;

4                 automatically generating a symmetric encryption key,  
5                 automatically requesting a public encryption key from said second  
6 computer,

7                 receiving said public encryption key from said second computer,  
8                 automatically encrypting said symmetric encryption key using said  
9 public encryption key,

10                automatically transmitting said encrypted symmetric encryption key  
11 to said second computer, and

12                automatically encrypting said data conveyance object using said  
13 symmetric encryption key.

1           10.    The computer-readable medium containing instructions for  
2 controlling a computer system to execute data transmission of claim 1, further  
3 comprising instructions for the acts of;

4                 recording transaction characteristic data and  
5                 storing transaction characteristic data.

1           11.    The computer-readable medium containing instructions for  
2 controlling a computer system to execute data transmission of claim 10, wherein  
3 said transaction characteristic data includes at least one item selected from the  
4 group consisting of; page server address, transaction server address, the logo level  
5 sent, data use instructions, time, date, perturbed logo characteristics, goods  
6 ordered, payment method, payment amount, and terms and conditions of the  
7 transaction.

1           12.    The computer-readable medium containing instructions for  
2   controlling a computer system to execute data transmission of claim 10, wherein  
3   said storing transaction characteristic data further comprises the act of encrypting  
4   said transaction characteristic data.

1           13.    The computer-readable medium containing instructions for  
2   controlling a computer system to execute data transmission of claim 1, further  
3   comprising instructions for the act of writing a log of said transaction to a storage  
4   medium within said first computer.

1           14.    A computer readable data transmission medium containing a  
2   data structure comprising;  
3                a transformation of a unique digital image and  
4                personal data hidden within said transformation of a unique digital  
5   image, wherein said transformation of a unique digital image may be transmitted  
6   to a computer to establish information about a sender.

1           15.    The computer readable data transmission medium containing  
2   a data structure of claim 14, further comprising;  
3                instructions for limiting the use of said hidden personal data hidden  
4   within said transformation of a unique digital image.

1           16.    The computer readable data transmission medium containing  
2   a data structure of claim 14, wherein said transformation of a unique digital image  
3   may be decoded by means of fractal image processing.

1           17.    The computer readable data transmission medium containing  
2   a data structure of claim 16, wherein said personal data exists as bit data appended

3 to fractal transformation coefficients chosen from at least one member of the  
4 group consisting of scaling coefficients, offset coefficients, and rotation  
5 coefficients.

1           18. The computer readable data transmission medium containing  
2 a data structure of claim 14, wherein said personal data comprises at least one  
3 piece of information selected from the group consisting of a name, an email  
4 address, a physical address, a telephone number, a credit card number, a social  
5 security number, a mother's maiden name, a personal identification number, a  
6 gender, a race, a religion, a disability, a sexual preference, a blood type, an allergy,  
7 a measure of income, a hobby, a name of a publication subscribed to, a job title, an  
8 injury, a garment size, a weight, an eye color, a fingerprint, a hand geometry, a  
9 height, a food preference, a disease, a hair color, a genotype, a voice print, a post  
10 office box, a shoe size, an occupation, an accreditation, a date of birth, a date of  
11 encoding, a place of birth, a time of encoding, a filename, a universal record  
12 locator, an iris code, a retinal code, a license number, a security clearance level, a  
13 language, a processor serial number, and an alias.

1           19. The computer readable data transmission medium containing  
2 a data structure of claim 14, wherein said transformation of a unique digital image  
3 may be decoded by means of discrete wavelet quantization.

1           20. The computer readable data transmission medium containing  
2 a data structure of claim 14, wherein said transformation of a unique digital image  
3 may be decoded by means of discrete cosine quantization.

1           21. The computer readable data transmission medium containing  
2 a data structure of claim 14, wherein said unique digital image is a unique digital

3    graphic image.

1                    22.    The computer readable data transmission medium containing  
2    a data structure of claim 14, wherein said unique digital image is a unique digital  
3    audio image.

1                    23.    The computer readable data transmission medium containing  
2    a data structure of claim 14, wherein said unique digital image is a unique digital  
3    video image.